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TO:

T. Saloun

DATE: April 13, 1990

FROM:

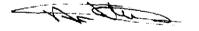
A. Goldfarb

SUBJECT: P/V Analysis

Tom, the P/V Group would appreciate your providing us with any analytical work that has been done which looks at the impact of Price Increase/Retail Pricing on P/V category growth. If no historical work exists we would like to request an analysis that includes the following.

- ° Price Increase impact on P/V growth
- * Retail Price differential impact on P/V development (percent differential vs. absolute)
- * Retail Price growth as it relates to changes in cost of living

Let's discuss these issues at your earliest convenience.



. cc: R. Anise

M. Mahan

R. Mikulay